

Rep Order#	6867992	Ver#	1	Status	New	Traffic Order#	10/25/2012 3:50 PM	Printed:	3 of 6
------------	---------	------	---	--------	-----	----------------	--------------------	----------	--------

EC'd Yes

Ver# 1 Status New

Traffic Order#

Printed: 10/25/2012 3:50 PM

3 of 6

Last Received: 10/25/2012 12:11 PM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.

Advertiser () .AMERICAN CRO

Product American Crossroads

Estimate# 1287

Buyer Noelle Ramsey

Phone

Agency () CROSSROADS MEDIA

66 CANAL CENTER PLAZA, SUITE 555

ALEXANDRIA, VA 22314

Agency C/P1/P2/E 11/27/1287

Flight Dates 10/31/2012 - 11/05/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	-----	-----	-----	-----	-----	-----	-----
	33	W	12P-1P	WAVY NEWS10-NN<	:30	\$600.00	10/31-10/31	1	1	1	\$600.00	
Rating: 2.0												
	35	F	12P-1P	WAVY NEWS10-NN<	:30	\$600.00	11/02-11/02	1	1	1	\$600.00	
Rating: 2.0												
	38	TH	1P-2P	DAYS-OUR LIVES	:30	\$800.00	11/01-11/01	1	1	1	\$800.00	
Rating: 1.4												
	40	M	1P-2P	DAYS-OUR LIVES	:30	\$800.00	11/05-11/05	1	1	1	\$800.00	
Rating: 1.4												
	41	W	2P-3P	DOCTORS<	:30	\$300.00	10/31-10/31	1	1	1	\$300.00	
Rating: 1.0												
	43	F	2P-3P	DOCTORS<	:30	\$300.00	11/02-11/02	1	1	1	\$300.00	
Rating: 1.0												
	46	TH	3P-4P	MAURY POVICH<	:30	\$500.00	11/01-11/01	1	1	1	\$500.00	
Rating: 2.1												
	48	M	3P-4P	MAURY POVICH<	:30	\$500.00	11/05-11/05	1	1	1	\$500.00	
Rating: 2.1												
	49	W	4P-5P	ANDERSON<	:30	\$800.00	10/31-10/31	1	1	1	\$800.00	
Rating: 2.5												
	51	F	4P-5P	ANDERSON<	:30	\$800.00	11/02-11/02	1	1	1	\$800.00	
Rating: 2.5												
	54	TH	5P-530P	WAVY NEWS10-5<	:30	\$2,500.00	11/01-11/01	1	1	1	\$2,500.00	
Rating: 5.0												

Rep Order#	6867992	Ver#	1	Status	New	Traffic Order#	10/25/2012 3:50 PM
							Printed:
							4 of 6

EC'd Yes

Ver# 1 Status New

Traffic Order#

Printed:

10/25/2012 3:50 PM

4 of 6

Last Received: 10/25/2012 12:11 PM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.

Advertiser () . AMERICAN CRO

Product American Crossroads

Estimate# 1287

Buyer Noelle Ramsey

Phone#

Agency () CROSSROADS MEDIA

66 CANAL CENTER PLAZA, SUITE 555

ALEXANDRIA, VA 22314

Agency C/P1/P2/E 11/27/1287

Flight Dates
10/31/2012 - 11/05/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	56	M	5P-530P	WAVY NEWS10-5<	:30	\$2,500.00	11/05-11/05	1	1	1	\$2,500.00	
Rating: 5.0												
	57	W	530P-6P	WAVY10NWS-5.30<	:30	\$2,500.00	10/31-10/31	1	1	1	\$2,500.00	
Rating: 5.8												
	59	F	530P-6P	WAVY10NWS-5.30<	:30	\$2,500.00	11/02-11/02	1	1	1	\$2,500.00	
Rating: 5.8												
	60	M	530P-6P	WAVY10NWS-5.30<	:30	\$2,500.00	11/05-11/05	1	1	1	\$2,500.00	
Rating: 5.8												
	62	TH	6P-630P	WAVY NEWS10-6<	:30	\$3,000.00	11/01-11/01	1	1	1	\$3,000.00	
Rating: 7.6												
	64	M	6P-630P	WAVY NEWS10-6<	:30	\$3,000.00	11/05-11/05	1	1	1	\$3,000.00	
Rating: 7.6												
	66	SU	6P-7P	WAVY NW10 SUN1	:30	\$1,500.00	11/04-11/04	1	1	1	\$1,500.00	
Rating: 3.2												
	67	W	7P-730P	ENT TONIGHT 30<	:30	\$2,000.00	10/31-10/31	1	1	1	\$2,000.00	
Rating: 4.8												
	68	TH	7P-730P	ENT TONIGHT 30<	:30	\$2,000.00	11/01-11/01	1	1	1	\$2,000.00	
Rating: 4.8												
	69	F	7P-730P	ENT TONIGHT 30<	:30	\$2,000.00	11/02-11/02	1	1	1	\$2,000.00	
Rating: 4.8												
	70	M	7P-730P	ENT TONIGHT 30<	:30	\$2,000.00	11/05-11/05	1	1	1	\$2,000.00	
Rating: 4.8												

EC'd Yes Last Received: 10/25/2012 12:11 PM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser () AMERICAN CROSSROADS
Product American Crossroads
Estimate# 1287
Buyer Noelle Ramsey
Phone#
Fax#

Agency () CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 11/27/1287
Flight Dates 10/31/2012 - 11/05/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	71	W	730P-8P	INSIDER<	:30	\$2,000.00	10/31-10/31	1	1	1	\$2,000.00	
Rating: 4.3												
	72	TH	730P-8P	INSIDER<	:30	\$2,000.00	11/01-11/01	1	1	1	\$2,000.00	
Rating: 4.3												
	73	F	730P-8P	INSIDER<	:30	\$2,000.00	11/02-11/02	1	1	1	\$2,000.00	
Rating: 4.3												
	74	M	730P-8P	INSIDER<	:30	\$2,000.00	11/05-11/05	1	1	1	\$2,000.00	
Rating: 4.3												
	75	F	9P-10P	GRIMM-NBC	:30	\$5,000.00	11/02-11/02	1	1	1	\$5,000.00	
Rating: 4.3												
	76	F	10P-11P	DATELINE FR-NBC	:30	\$3,000.00	11/02-11/02	1	1	1	\$3,000.00	
Rating: 3.7												
	78	W	11P-1135P	WAVY NEWS 10@11	:30	\$2,500.00	10/31-10/31	1	1	1	\$2,500.00	
Rating: 4.3												
	79	TH	11P-1135P	WAVY NEWS 10@11	:30	\$2,500.00	11/01-11/01	1	1	1	\$2,500.00	
Rating: 4.3												
	80	F	11P-1135P	WAVY NEWS 10@11	:30	\$2,500.00	11/02-11/02	1	1	1	\$2,500.00	
Rating: 4.3												

---REPORT TOTALS---

Report Totals: 50 / \$88,200.00

---SALES MONTHLY TOTALS---

Station WAVY-TV NORFOLK, VA. Agency () CROSSROADS MEDIA Rep Firm) PHILADELPHIA

Advertiser () AMERICAN CROSSROADS 66 CANAL CENTER PLAZA, SUITE 555 Sales Office ()

Product American Crossroads ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY

Estimate# 1287 Agency C/P1/P2/E 11/27/1287 Salesperson Phone# 215-567-6005

Buyer Noelle Ramsey Flight Dates 10/31/2012 - 11/05/2012 Salesperson FAX# 215-567-5938

Phone# Hiatus Weeks

Fax#

Nov 12: 50 / \$88,200.00

Sales Totals: 50 / \$88,200.00

Station Totals: 50 / \$88,200.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$304,138	CATV 0%	WAVY 29%	WGNT 1%	WPXV 0%	WTKR 25%
		WTVZ 0%	WVBT 6%	WVEC 39%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE